

1927

Industrial Tampa, Florida's greatest city : key city to America's new trade territory.

Tampa Board of Trade

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Industrial **TAMPA**



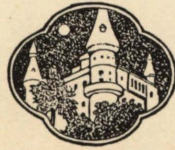
*Florida's
Greatest
City*

Key City to America's New Trade Territory

1926

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Industrial
TAMPA
Florida's Greatest City



*Key City to
America's New Trade
Territory*

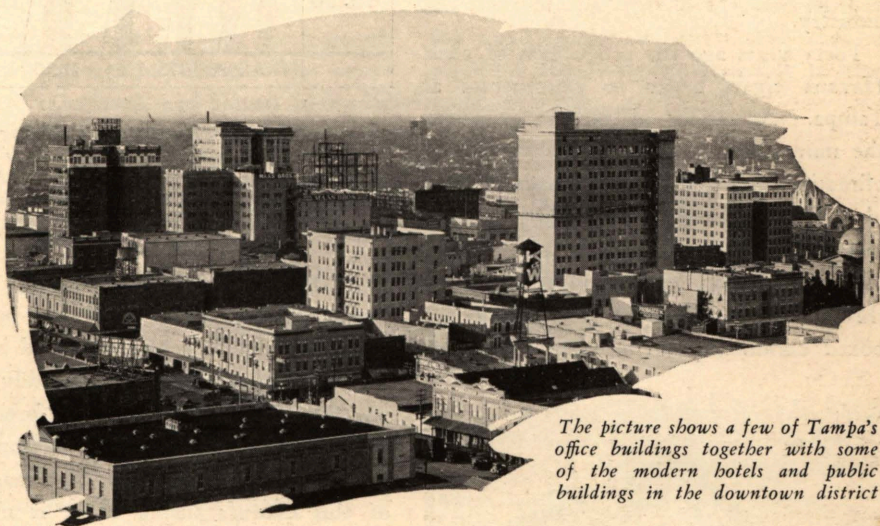
Published by
TAMPA BOARD OF TRADE
TAMPA, FLORIDA



A NIGHT VIEW OF DOWNTOWN TAMPA

The picture shows Franklin Street as it appears looking south at an early hour of the evening. The brilliancy of the street and its attractive lighting system is a characteristic of Tampa and it reflects the gay and colorful life enjoyed by those who live here

Industrial **TAMPA**



The picture shows a few of Tampa's office buildings together with some of the modern hotels and public buildings in the downtown district

Florida's Greatest City

Key City to America's New Trade Territory

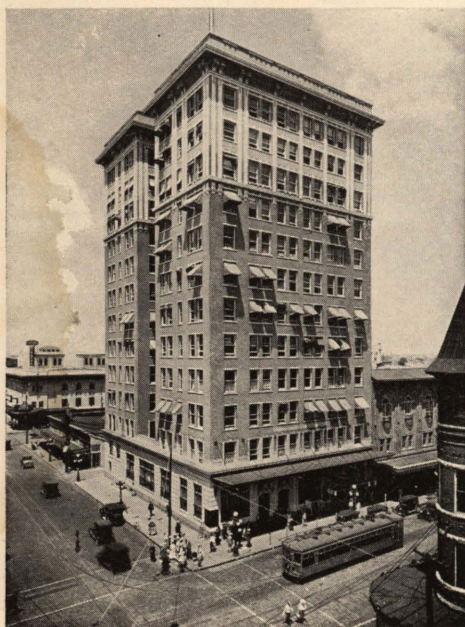
TAMPA merits careful study by American Business from two angles. It has rather extraordinary potentialities for the manufacture of a wide range of commodities intended for national distribution; it is the actual and logical center for America's most recently evolved trade area. Consideration of Tampa's status in these directions is a story of absorbing interest, and in the telling lies a wealth of opportunity which the astute American business executive will not fail to recognize.

The metropolis of Southern Florida has a definite and specific place in the nation's business on two counts; first its great cigar trade and second because of its status as America's most important phosphate shipping port.

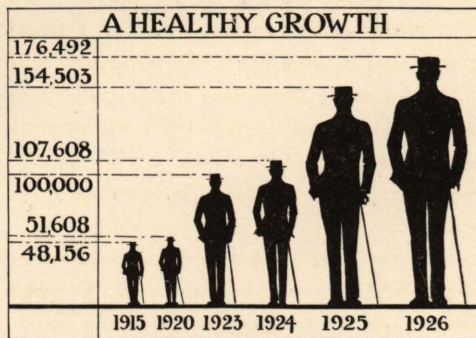
It is proposed in this brochure to treat with the cigar manufacturing industry rather comprehensively for the reason that its influence has been far-reaching in determining Tampa's industrial trend in a state which is ordinarily identified in the

mind of the casual inquirer with tourist interests. The average person is, perhaps, disposed to think of Florida in terms of a delightful section of America in which to spend the winter months without regard to the possibility that the climatic lure which engenders this state of mind may have deep significance in terms of industry.

Forty years ago the production of clear Havana cigars began to concentrate at Tampa. A variety of factors expedited the movement, notably a combination of climatic conditions which made Tampa ideal for handling the rare tobaccos and maintaining the priceless aroma and flavor of choice Cuban leaf in prime condition through all the processes that end in the boxed commodity with which American



Citizen's Bank Building located on the corner of Franklin and Zack Streets at Tampa. This is one of Tampa's fourteen excellent banks in addition to a Morris Plan Bank and several Building and Loan Associations



A gain of 21,989 in population during the seventy-first year of its existence is the record made by Tampa during 1926. Note particularly the growth of Tampa since 1920 and compare it with the five previous years shown by chart above

smokers are familiar under the hundreds of brands and sizes manufactured here.

The industry developed steadily to its present proportions, where production reaches approximately half a billion cigars annually. To appreciate the magnitude of this manufacturing effort it must be borne in mind that each individual cigar is the masterpiece of an individual who has spent his whole life perfecting himself in the art of producing the finest cigar the world has seen and who frequently brings to his trade an inherited genius handed down through several generations. The Tampa cigar maker has precisely the same pride of workmanship that characterizes the Swiss watchmaker, the Tyrolean wood-carver or the master workman of any nation. An industrial army of 15,000 is employed directly or indirectly in Tampa's cigar trade.

The significance of this situation is that a distinct industrial atmosphere has governed Tampa from its commercial inception to its present metropolitan status. Through the various stages of development it has been essential to maintain the correct re-

lation between costs of living and the average workingman's budget with the natural result that Tampa has never witnessed that wide departure from this status quo which has characterized communities where costs of living have forged far ahead of the moderate scale suited to the average wage earner.

But the cigar industry explains another exceedingly favorable aspect of Tampa's industrial advantages, namely the existence here of a large and almost untapped

supply of high class female labor. The cigar maker is largely recruited from the Latin races and the women of this extraction are industrious, thrifty, intelligent, deft and possessors of a flair for colors. They do not go into domestic service and only a comparatively few are absorbed in the cigar trade and other activities. Tampa has, therefore, an army of vast potentialities for any line of industry that requires adaptable female labor obtainable at most moderate wages.

An Unusual Labor Situation

Ideal Living Conditions Contribute to the Health and Progress of Workers

WHILE the topic of labor supply is thus under consideration it may be stated that Tampa has an unusual situation in respect to labor. This is one of the comparatively few communities in America which invariably has a surplus of labor. The conditions, in explanation, are not difficult to grasp. Each

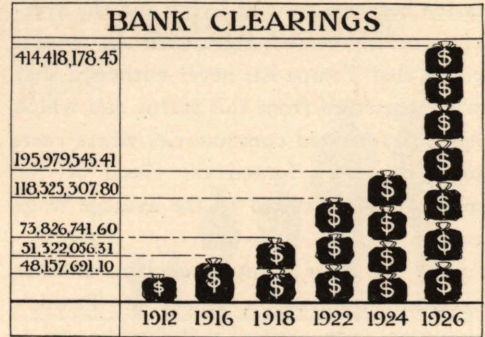
year sees many persons in Florida to escape the rigors of Northern winters; they desire to work in many instances and come to Tampa because industry has achieved considerable proportions here. If successful in securing employment they become permanent residents; if unsuccessful there is a disposition to try again during the next



The heart of Tampa's business district showing freight terminals and a portion of its important waterfront

year. Then there is the element of persons who come to Tampa for the winter, become intrigued with the climatic conditions and plan intelligently to become identified with the life of the city. The inducement is altogether in favor of remaining permanently. With this factor thoroughly understood it is not difficult to understand that the demand for employment is always somewhat in excess of the requirements of the city and that this condition will always be present because the situation will continue to perpetuate itself.

The effect from the industrial standpoint, regardless of its personal aspect in individual cases, is that employers always have a choice of employees, appointments are cherished, the labor turnover is negligible and economies in production are



Linked closely with the progress of Tampa, the banking business has moved forward step by step, keeping abreast if not always ahead of community development. The sharp climbing chart above is evidence of this fact and proves conclusively that Tampa is the financial center of Southern Florida

substantially promoted. This element will commend itself to the employer whose activities have been handicapped by excessive changes in personnel and resultant losses in production. The Tampa operative is anxious to remain here and is decidedly amenable to reasonable regulation.

Another point of industrial interest is the low cost of electric power at Tampa. This enables industries to operate largely by the use of automatic machinery and reduces the cost of labor to a minimum. The city also has an excellent supply of pure water and a new plant which is now pumping 13,000,000 gallons of water per day. And the item of fuel for heating either factory or home is an expense that is practically eliminated here and food prices are no higher than they are in any other section of the country. There is not a month in the year when fresh vegetables and tropical fruits cannot be secured from local markets and an excellent quality can be raised the year-around in sufficient quantities to supply the average family from a small back yard garden.



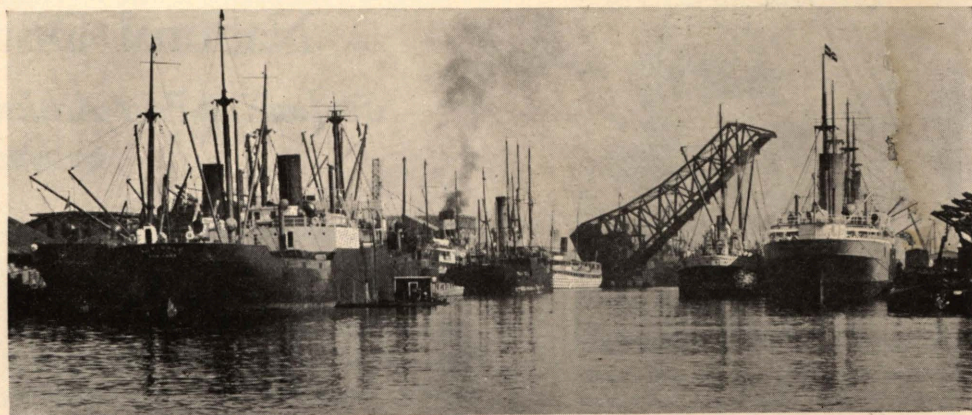
First National Bank Building located on the corner of Madison and Franklin Streets, Tampa. This attractive building was recently completed and the main floors are occupied by the bank. Other portions of the building are used for offices

Climate Promotes Economical Production

*Working Efficiency is Never Interfered with by
Cold in Winter or Heat in Summer*

ANOTHER aspect of production in Tampa will commend itself to the intelligent operator, namely that climatic conditions have a vitally important bearing on manufacturing costs. It is unnecessary to establish the fact that Tampa has an exceedingly moderate winter climate. The employee labors under ideal winter weather conditions in factories that rarely require artificial heat of any description and whose windows are open most of the day. Constant supplies of fresh air by natural ventilation practically eliminate the seasonal illnesses characteristic of the superheated and airtight workrooms of the North and the operative works constantly at peak of efficiency. This eliminates the sag in production which is the enemy of efficient production in many manufacturing plants of the North and reduces to minimum the loss of time by employees due to inclement weather conditions.

Moreover, the standard American wage scale means more to a Tampa workman six months in each year than it does to his fellow worker in a Northern community. During the most severe winter weather in Tampa the average household gets along nicely with a little heat morning and evening from a portable kerosene heater consuming a dollar's worth or less of oil weekly. The contrast between this situation and the huge fuel bills which the Northern workman must meet during the winter months explains in no inconsiderable measure the intense desire on the part of the average Tampa workingman to avoid any development that might disassociate him from his source of income. Add thereto the fact that during the winter months his expenditure on heavy clothing for himself and family is almost negligible and the investigator finds another excellent reason for loyalty to the job.



*Ten ocean steamers loading freight for all parts of the world at the same time
indicate Tampa's importance as a world port*



Airplane view showing a portion of the downtown district, the many connecting bridges and the wide street.



Wallace S. Building (Tribune Building) located on the corner of Tampa and Twiggs Street. This is the home of the Tampa Tribune. It is one of the two daily newspapers published at Tampa

National Distribution

Evidence of Past Achievement Commercial

FOR four decades Tampa cigar manufacturers have been distributing their wares to the far corners of America. National distribution from Tampa, therefore, presents no problem. Through a long list of commodities, only eliminating those where great bulk and low retail value enter into the equation, Tampa manufactures



Tampa and its adjoining residential sections. Note the attraction. A portion of the Hillsborough River is also shown here

ion No Problem

Stand as Proof of Tampa's Desirability

can be efficiently and economically sold to America.

This hinges in large measure on the city's strategic location on deep water. Ships chartered for bulk and packet freight ply in and out of the harbor regularly. The transport charges to the great Atlantic coast distributing centers are very moder-



Stovall Professional Building. One of Tampa's important office buildings. Headquarters for the Tampa Builder's Exchange are in this building with many other important organizations

ate, the service is excellent and keeps abreast of requirements, and the element of transportation costs can be effectively solved. Just as an instance in point it has been developed that a machine tool retailing at \$25 can be laid down in New York from Tampa at 20 cents for carriage, and a fountain pen retailing at \$5.00 for one penny.

The statement is made without fear of successful contradiction that a long list of merchandise which the American public buys by the million annually can be manu-

factured more cheaply at Tampa in relation to the great market centers of the country than in any other American city. Additional evidence of the industrial advantages of Tampa is indicated by the continual increase in volume of traffic originating from the 577 industries here manufacturing 93 different products, and from the existing competition between carriers, making possible favorable rates to practically every portion of the country—through the Panama Canal, to the West Indies and to South American countries.

America's Newest Trade Territory

Tampa is the Recognized Banking, Manufacturing and Shipping Center of Southern Florida



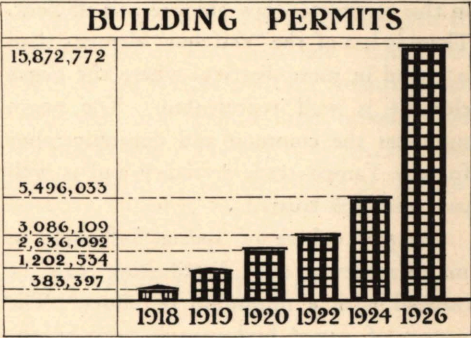
Citrus Exchange Building located on the corner of Tampa and Zack Streets. The principal portion of this building is headquarters for the Florida Citrus Exchange—the most important co-operative marketing association in the state.

THE trade territory of which Tampa is the distributing center is the most recent entity among American trade areas. The nation's business executives are realizing the fact more clearly each month that here in Southern Florida has been developed a consuming trade area that can no longer be served from without itself except at a sacrifice of the efficiency which is very properly the fetish of American business. The result is being expressed in terms of branch factories and distributing branches which will eventually develop into manufactories. American business is not slow to discern trade potentialities and Tampa is prospering industrially and commercially as a result of the recognition it is securing in this direction. When business grasps the idea that a new trade territory demands attention it concurrently grasps the idea that priority in the field is a very valuable asset. Many leading distributors are capitalizing this factor and planting their stakes deep in the new

Southern Florida trade territory with implicit confidence that their enterprise will be amply rewarded as the years wheel around.

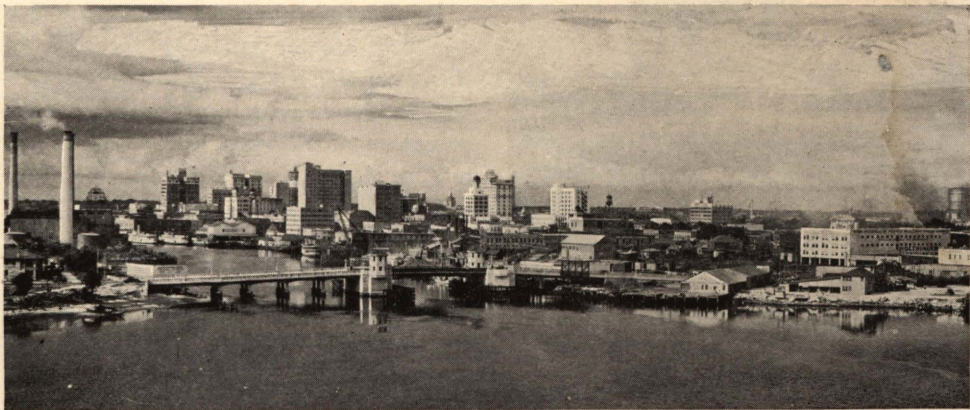
Well within the zone known as Tampa's trade territory, there is an average annual yield of 7,196 carload shipments of celery; 1,017,000 bushels of early cucumbers; 1,484,000 bushels of early snap beans, 9,153 carload shipments of tomatoes; 41,800 tons of early cabbage and 2,199 carload shipments of lettuce. The annual value of these six vegetables for the last three years has been in excess of \$30,000,000. Add this yield to an additional \$30,000,000 from the grapefruit and orange crop and \$12,558,000 from minerals and you will get a partial idea of the enormous annual purchasing power of this territory.

In the area most efficiently and economically served from Tampa is a population of approximately 1,000,000 whose purchasing power is substantially above the average of the nation. At one end of the scale is the element which comes to Florida for the winter months only, whose expenditures have no limit of economy and who represent the maximum in purchasing



The progress of Tampa is indicated in the above chart showing a continuous increase in building permits issued since 1918. Note particularly the increase since 1924. This is a record which places Tampa among the leading cities in the United States on the basis of per-capita of construction

power. At the other end is the negro population which presents a most interesting study in sociology and probably stands for minimum purchasing ability. The Florida negro is a fine specimen physically as is shown by the vital statistics relating to his race, he has been engaged for several generations in constructive labor at fair rates of pay and as an economic factor is a genuinely important element in the community. Generally speaking the negro



View from Hillsborough Bay showing the Hillsborough River and Tampa's picturesque skyline. Platt Street Bridge is shown in the foreground

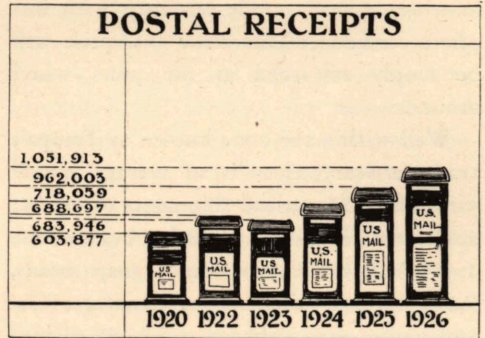
in this territory is law abiding and efficient. There is less of the "shiftless" element than is found in most districts where the negro element is well represented. The negro supplies the common and domestic labor for the Tampa trade territory and is well paid and well treated.

Tampa's sphere of special influence in manufacturing and distributing can be reached with a minimum of effort. The system of paved highways is very exceptional and personal contacts are built up with minor effort. The value of this will be apparent without further comment.

This territory is served by two trunk line railroads, the Atlantic Coast Line and the Seaboard Air Line with their subsidiaries, Tampa Northern, Tampa Southern, Tampa and Gulf Coast and the Florida West Coast and Northern. Tremendous



City Hall, Florida Avenue, at Lafayette Street. The Tampa Board of Trade has its offices on the main floor of this building and you are invited to make it your headquarters whenever in the city



Tampa's steady growth is reflected in the increase from year to year of postal receipts. So great has been the increase in business that the Postal authorities have authorized alterations and additions to the present facilities at Tampa

extensions are being carried on by these railroads throughout Florida at this time. The Seaboard Air Line has extended its lines from Tampa to Palm Beach and Miami. This affords for the first time, direct rail connections across the peninsular Florida from the Gulf Coast to the East Coast. The Atlantic Coast Line is completing work on the Perry cut-off, which when completed will give Tampa and its territory the first direct route to and from the Middle West and provide another gateway in and out of Florida.

Within the boundaries of Tampa's distributing area is produced the bulk of the citrus and truck crops that bring millions to Florida annually; practically all the phosphate mines which add vastly to the revenue of the state; the deposits of mineral wealth generally, the great fishing industry which is yet to achieve its ultimate destiny; and the scores of thriving, progressive, prosperous communities which annually attract thousands of persons who desire to enjoy Florida's charming winters. A scrutiny of the map of Florida will indicate to the observer how readily this field can be served from Tampa and how obvious it

is that here a logical manufacturing and distributing fabric should be constructed. The locating of a factory at Tampa means a two-way saving. It means quick deliveries and a saving in freight cost on finished goods, and a savings effected by low cost

of factory operation and economies due to the nearness of raw materials. These advantages are always welcome sounds to the industrial cash register, and nowhere are conditions more favorable to assure these savings than are now available at Tampa.

Living Conditions Attractive

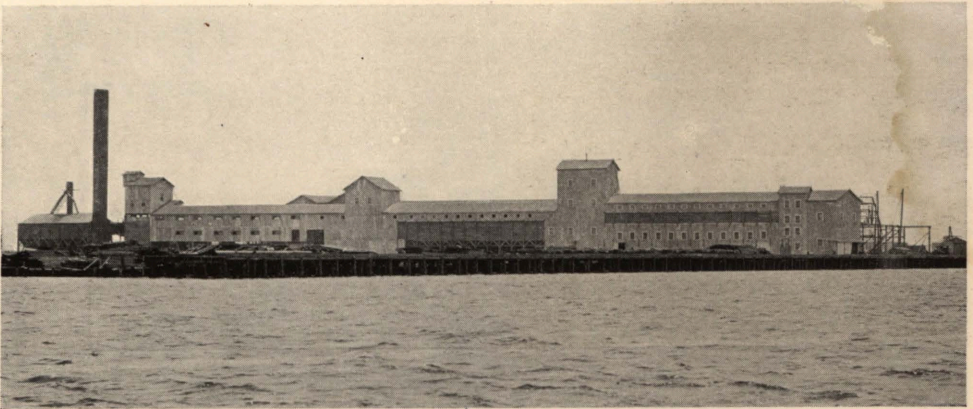
*Where it is Comfortable to Play Out-of-Doors
Every Month in the Year*

TAMPA offers unusually attractive living conditions. The climate is moderate at all seasons, staple food commodities retail at prices well within the workingman's budget, housing is adequate, the city's school facilities are at least on a par with the best Southern cities of the same population and the conditions for outdoor sports and entertainment are most favorable.

The ideal living conditions in Tampa contribute to the health and progress of the workers. These conditions make available a fine type of labor and from actual

comparisons of similar factories here and in other sections of the country, labor here is fifteen per cent more efficient. Time lost because of seasonal illnesses, colds, influenza and other diseases prevalent in the North during the cold months, and almost unknown in Tampa, amount to this difference in actual working hours per employee.

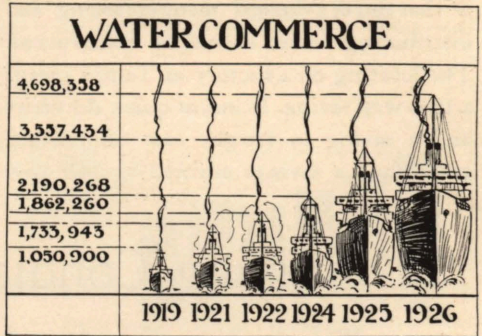
Aside from and in addition to these many natural advantages, Tampa's citizens and commercial enterprises are favored by a Constitutional Act providing that "No tax upon INHERITANCE or upon IN-



Among the number of industrial plants recently locating at Tampa is the Kreiss Potassium Phosphate Company. Its new \$500,000 plant is shown above and it is used for the manufacture of commercial fertilizers

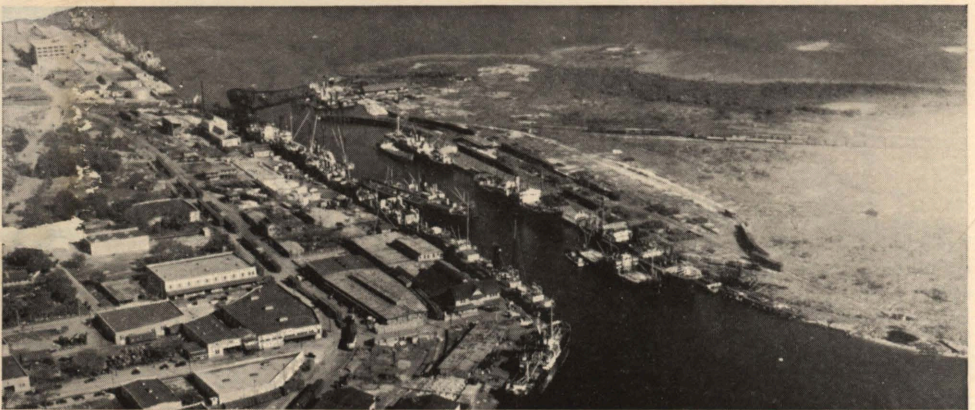
COMES of any residents or citizens of this state shall be levied by the State of Florida or under its authority." In addition to this particular tax law in Florida there are many others just as favorable, and they are not only considerate of individuals, but are especially desirable to corporations.

Within the covers of this publication it is only planned to discuss general conditions with broad strokes in the hope that the statements herein will intrigue the interest of some reader and lead to a more detailed examination of facts, figures and potentialities. Precise information is, of course, available to all who desire to probe into the statistics that tell the tale of any city's actual achievement. Tampa Board of Trade publishes a monthly resume of its activities under the title "Tampa Truisms." Annually a statistical review is issued which is filled with data and is, in effect, an abridged industrial survey. This may be supplemented by the last annual report of the City Manager which deals specifically with the administration of the municipality and contains a wealth of information apropos of this topic. Lastly this organization publishes a general book-

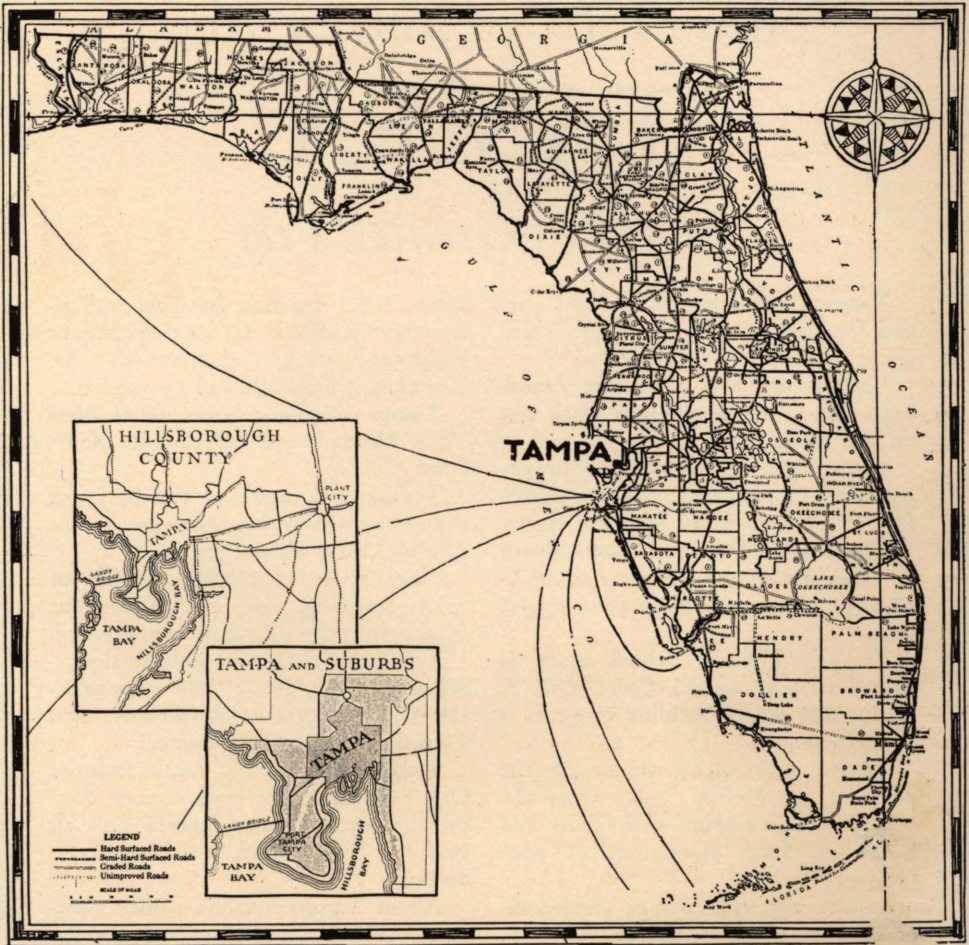


During the past year, Tampa's water commerce has increased to a remarkable extent. Accurate records kept by the United States Engineering Department are shown in the chart above. They bespeak the steady advancement and prove Tampa's importance as a world port

let which describes Tampa in word and picture. A combination of these publications may be had on application and the sum total of the information thus contained covers every conceivable aspect of Tampa's status. The average investigator will find his every query answered in these interesting booklets, or specific data will be supplied promptly upon requests. Power schedules and a digest of Florida's corporation law are also available.



Tampa has a magnificent natural harbor and its port facilities include excellent docks, piers, warehouses and every modern facility. The tremendous activity of the port is indicated in the picture above



As a world port and important railroad center, Tampa enjoys a strategic trade position. It is the nearest American port of importance to the Panama Canal and South America

Conclusion

THE Industrial Bureau of Tampa Board of Trade will be glad to co-operate with any individual or group which may be investigating the possibilities of this trade territory. Surveys relating to the specific activities in contemplation will be prepared on application and every legitimate method of assistance and encouragement will be extended.

The policy of Tampa Board of Trade does not extend, however, to endorsing or

encouraging the sale of shares in proposed corporations; the community does not give bonuses to proposed activities nor are there rent-free sites or buildings available for any purpose. Tampa and Florida have expended millions over a period of years to develop an unusual trade opportunity. Having reached this goal the city and state say to American Business: "We have built this structure—it is yours for legitimate exploitation. But we have done our bit."

Concise Facts of Interest About

TAMPA

Florida's Greatest City

Tampa's water is 100 per cent pure and free from mineral content. (Analysis on application.)

Tampa has 153 wholesale houses supplying a trade territory with one million inhabitants.

Tampa leads the world in the exportation of phosphate and the manufacture of high grade Havana cigars.

Tampa's 1926 tax roll shows a gain in valuation of city property of \$47,-634,244 as compared with the previous year.

Tampa's physical school plant is valued at more than \$10,000,000. A \$3,500,000 school building program is under way.

Tampa ranks sixteenth among the ports of the United States from the standpoint of custom collections and twentieth from standpoint of port tonnage.

During the year Tampa carried on or completed improvements valued at more than \$9,000,000 and Hillsborough County expended nearly \$8,-000,000 for bridges and highways.

Tampa has regular steamship lines connecting it with all important ports of the United States (Atlantic, Pacific and Gulf), with points in the state, to Cuba, to Honolulu, China, Japan, North Africa, Bremen, Hamburg, Naples, Venice and numerous other foreign ports.

Tampa's building permits for 1926 show an increase of approximately \$10,000,000 over 1924. During the year 2,016 new buildings were built, 2,952 permits were issued for repair

work, 3,419 for new business and industrial buildings, 80 new apartment buildings were constructed, 14 churches, 2 hospitals and 14 schools.

Tampa is thirty hours from New York by rail and thirty-four hours from Chicago.

Tampa is located in the heart of the citrus belt and is the home of the Florida Citrus Exchange.

More than \$5,000,000 worth of fruits and vegetables are shipped out of the state by Hillsborough County.

Tampa has an annual industrial payroll of \$62,400,000; 25,580 wage earners; 577 industrial establishments, and 93 different lines of industry.

Tampa has had no bank failures. One new bank has been opened during the year. Annual reports show all banks to be in sound, flourishing condition.

All of Tampa's public utility companies show a decided increase for the year in number of consumers and all have made important additions to their respective plants.

Tampa has opened two new skyscraper hotels and one ten story addition to a hotel during the past year. Tampa is the only city in the country which owns a large, tourist hotel. The "Tampa Bay" was bought by the city from the heirs of H. B. Plant.

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Write for whatever further specific information you wish—regarding industrial opportunities, living conditions, or recreational and scenic attractions. Address: Tampa Board of Trade, Industrial Department, Tampa, Florida.

